CONFIDENTIAL

Cigarette Report Form

E1701
00892

(1) Year Covered: 1994

(2) Brand Family Name: _____

(3) Descriptions: _____

(4) Product Length: _____

(5) Filter: _____ Non-Filter: _____ (check one)

(6) Hard Pack: _____ Soft Pack: _____ (check one)

(7) Menthol: _____ Non-Menthol: _____ Other: _____ (check one)

(8) Num Per Pack: _____

(9) "Tar": _____ Nicotine: _____ CO.: _____

(10) Variety Units Sales: _____

(11) Variety Dollar Sales: _____

(12) First Date Sold: _____ Last Date Sold: _____

Reportable Expenditures

(13) CAT-A-Expenses (Newspaper) : _____

(14) CAT-B-Expenses (Magazines) : _____

(15) CAT-C-Expenses (Outdoor) : _____

(16) CAT-D-Expenses (Audio Visual): _____

(17) CAT-E-Expenses (Public Transport.) : _____

(18) CAT-F-Expenses (Direct Mail) : _____

(19) CAT-G-Expenses (Point of Sale): _____

(20) CAT-H-Expenses (Promotional Allowances) : _____

(21) CAT-I-Expenses (samples) : _____

(22) CAT-J-Expenses (Items) : _____

(23) CAT-K-Expenses (Public Entertainment) : _____

(24) CAT-L-Expenses (Endorsement) : _____

(25) CAT-M-Expenses (Retail Value & Coupon) : _____

(26) CAT-N-Expenses (All Other) : _____

(27) Total Reportable Expenditures For Variety: _____

(28) Sporting Events: _____

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Source: https://www.industrydocuments.ucsf.edu/docs/zqpk0001